



## Social representations of climate change in Swedish lay focus groups: Local or distant, gradual or catastrophic?

---

**Author(s):** Wibeck V  
**Year:** 2014  
**Journal:** Public Understanding of Science. 23 (2): 204-219

---

### Abstract:

This paper explores social representations of climate change, investigating how climate change is discussed by Swedish laypeople interacting in focus group interviews. The analysis focuses on prototypical examples and metaphors, which were key devices for objectifying climate change representations. The paper analyzes how the interaction of focus group participants with other speakers, ideas, arguments, and broader social representations shaped their representations of climate change. Climate change was understood as a global but distant issue with severe consequences. There was a dynamic tension between representations of climate change as a gradual vs. unpredictable process. Implications for climate change communication are discussed.

**Source:** <http://dx.doi.org/10.1177/0963662512462787>

### Resource Description

#### Communication:

resource focus on research or methods on how to communicate or frame issues on climate change; surveys of attitudes, knowledge, beliefs about climate change

A focus of content

#### Communication Audience:

audience to whom the resource is directed

Public

#### Exposure :

weather or climate related pathway by which climate change affects health

Unspecified Exposure

#### Geographic Feature:

resource focuses on specific type of geography

None or Unspecified

#### Geographic Location:

# Climate Change and Human Health Literature Portal

resource focuses on specific location

Non-United States

**Non-United States:** Europe

**European Region/Country:** European Country

**Other European Country :** Sweden

**Health Impact:** ☒

specification of health effect or disease related to climate change exposure

Health Outcome Unspecified

**Resource Type:** ☒

format or standard characteristic of resource

Research Article

**Timescale:** ☒

time period studied

Time Scale Unspecified